ABSTRACT OF THE DISCLOSURE

Methods and systems for dynamically incorporating advertising content into multimedia environments, such as games, are provided. Example embodiments include a dynamic inserter, which selects content, based upon a set of criteria, to deliver to a receiving client system, such as a game client. The game client typically dynamically determines locations with the game where advertisements may be inserted. Associated with these locations are ad tags that specify criteria for the ads. For example, the criteria may include ad type, ad genre, and scheduling information. The game client then sends indications of these ad tags to the dynamic inserter to be used to select appropriate ads. The dynamic inserter selects ads based upon the criteria and sends them to the game client, which selects them for ad tags with conforming criteria. The game client then renders the selected ad in the appropriate location. In one embodiment, the dynamic inserter comprises a game client, game server, ad server, a communications channel, and, optionally, an ad client.

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